

LEO BURNETT U.S.A.

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Passat. Want to know the inside story on Parliament Lights?

It's the quarter-inch behind our filter.

It keeps your lips from touching the tar that builds up on the tip. Flush filters can't do this. Which is why Parliament Lights are so tastefully light.

That's why there's more than an outside chance you'll enjoy our inside tip.



Only Parliament Lights has the famous recessed filter.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

11 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Mar '81

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